



FOR IMMEDIATE RELEASE

Downtown Chico Welcomes Fall with Two-Day Harvest Sidewalk Sale

Local businesses offer major savings, pop-up shopping, live music and fall festivities September 25–26

CHICO, Calif. — September 22, 2026 — Downtown Chico is kicking off the fall season with two days of shopping, savings and seasonal fun during the **Harvest Sidewalk Sale**, happening **Friday, September 25 and Saturday, September 26, from 10:00 a.m. to 5:00 p.m.**

Shoppers are invited to **RAKE in the savings** while supporting locally owned Downtown Chico businesses. Stores throughout downtown will bring merchandise outside, offer special discounts and clearance pricing, and welcome visitors for a festive weekend featuring haybales, and live music throughout downtown.

With discounts reaching as high as 70% at participating businesses, the Harvest Sidewalk Sale is an opportunity to refresh a fall wardrobe, discover locally made products, find unique home décor and gifts, and even get an early start on holiday shopping — all while keeping shopping dollars local.

“The Harvest Sidewalk Sale is really about celebrating everything that makes Downtown Chico special,” said Celeste Cramer, General Manager of the Downtown Chico Business Association. “You can spend the day walking downtown, discovering businesses you may not have visited before, finding some incredible deals and enjoying the start of the fall season. Every purchase made locally supports the businesses and people who make our downtown such a vibrant part of the Chico community.”

Participating Businesses & Specials

3 Seas — 60% off women’s swimwear, plus an additional 30% off men’s and women’s sale merchandise.



Amy Waltz Designs — 50% off during its Sample Sale, plus 20% off the entire in-store collection.

Anika Burke — Sale items are an additional 50% off the lowest marked price. Customers purchasing 10 or more items receive an additional 25% off their entire purchase.

Birkenstock Chico — Storewide markdowns.

Chico Paper Company — Home décor and artwork marked up to 50% off, premade frames from \$20–\$75 and select framed and unframed Jake Early prints marked down.

Country Squyres Antiques — Storewide sale, free jewelry cleaning, certified jewelry insurance appraisals and full-service jewelry repairs and sizing.

For Elyse — Buy three clearance items and get one free, with clearance already 50% off. Shoppers who spend \$150 on regular-price merchandise will also receive a \$25 For Elyse Reward Card to use in October. Some exclusions may apply.

Four Leaf Clothing Co. — Summer items for \$10, including sidewalk racks and tables featuring shorts, sandals and more.

Kats Meow — Clearance clothing, shoes and toys up to 70% off.

Little Red Hen Home — Customers can pick a pumpkin to reveal a 10%, 15% or 20% discount. On Friday, Tender Loving Coffee will have its coffee trailer outside the store and donate 15% of sales to programs serving children and adults with developmental disabilities.

Little Red Hen Vintage — Shoppers can draw for a 10%, 15% or 20% discount. Tender Loving Coffee will also be on Main Street, donating 15% of sales to the nonprofit.

Mountain Sports — Closeout pricing on spring merchandise and clothing from last winter.

Poppy & Fig — Two sale racks featuring merchandise from \$5–\$15, including tops, bottoms, dresses, shoes and accessories, with additional discounts inside the store.

Stoble Coffee — A Pop-Up Market in the Workplace Atrium featuring 14 local vendors, along with seasonal drinks and fall festivities.

The Arc Thrift Store — 20% off storewide Friday and Saturday.



The Peddler's Closet — 25% off all tie-dye merchandise, plus sale racks featuring discounts from 25%–75% off.

The Watchman — Clearance specials on summer merchandise.

Upper Park — Sale racks and clearance merchandise available throughout the event.

Whether visitors are searching for clothing, shoes, art, antiques, home décor, gifts, coffee, treats or locally made goods, the Harvest Sidewalk Sale offers plenty of reasons to spend the day exploring Downtown Chico.

Harvest Sidewalk Sale

Friday, September 25 & Saturday, September 26, 2026

10:00 a.m.–5:00 p.m.

Downtown Chico

The event is presented by the **Downtown Chico Business Association**. Visitors are encouraged to shop, dine and explore throughout downtown while taking advantage of participating businesses' special offers.

About the Downtown Chico Business Association

The Downtown Chico Business Association works to promote and enhance Downtown Chico as a vibrant destination for shopping, dining, entertainment, arts, events and community experiences. Through events, marketing, business advocacy and partnerships, DCBA supports the continued economic vitality of Chico's downtown district.

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